



## PRESIDENT'S MESSAGE: ROTARY MEMBERSHIP CAN ENHANCE OUR HOME LIVES AND FAMILY INTERACTIONS

My fellow Rotarians,

The idea of the family of Rotary is a simple one, and one that we celebrate every December during Family Month. Every Rotarian is part of the Rotary family – but our family is much larger than just our 1.2 million members. The family of Rotary includes every one of the men, women, and children who are involved in our work: the spouses and children of our members, our Rotary Foundation program participants and alumni, and all of those who are part of our programs, in the tens of thousands of Rotary communities around the world. The youngest generation of the Rotary family is composed of our Rotaract clubs and Interact clubs, the participants in our Rotary Youth Leadership Awards program, our Ambassadorial Scholars, and our more than 8,000 Rotary Youth Exchange students every year. As in any family, our youth are our brightest promise for the future. Of course, it is my sincere wish that many of these young people go on to become Rotarians in good time. But Rotary is a part of them even today – and they are a part of us.

My wife, June, and I have been married for over 40 years, and I have been a Rotarian for nearly as long. Although women were not eligible for Rotary club membership at that time, June has been a part of the Rotary family from the day I first entered the Rotary Club of Grangemouth. There is no question that my Rotary service has demanded a great deal of both of us since then – but there can be no question that we have both reaped more than we have sown.

I believe that Rotary club membership can and should enhance our home lives and family interactions. As we work to attract more and younger qualified members, we would do well to remember that today's young professionals are often balancing work and family responsibilities. Adding in a commitment to Rotary service should complement, never compete with, those responsibilities. By scheduling meetings outside of the workday, planning activities that involve family members, and welcoming family members whenever possible, we help to ensure that every Rotary family will feel a true part of the greater Rotary family.

Every club should strive to achieve a balanced interaction between Rotarians and their families – and the family of Rotary.

Only by working together, as a family, can we ensure that the Rotary of today grows into an even stronger Rotary of tomorrow.

John Kenny  
President, Rotary International



**THE ROTARY FAMILY PROVIDES A HAVEN WHERE WE CAN GATHER  
THE STRENGTH AND ENCOURAGEMENT TO FACE THE CHALLENGES  
OF THE WORLD**





## REGIONAL SEMINARS.....

### 1500 ROTARIANS 25 DISTRICTS



**WE HAVE COMPLETED** the series of RI/RIBI Regional membership seminars and the feedback has been excellent. Several districts have also organised their own local seminars and, in total, *nearly 1500 Rotarians from clubs in about twenty five districts have been able to take part.* People left the seminars having heard some new ideas and had been reminded of some they had heard before but, generally, saying that they felt enthused to put some of the ideas into practice.

Seminars are a two way process and the presenters have also been listening to the views and concerns expressed. Most people recognise that there is no quick fix that will rebuild our membership in the way that we need. It is clear to me that we must work in a strategic way on four fronts:-

- ❖ **RECRUITMENT**
- ❖ **RETENTION**
- ❖ **CLUB REGENERATION**
- ❖ **EXTENSION**

All these ingredients are equally important. We have to work on all of them at the same time. We need all Rotarians to play their part by asking someone to join, by helping someone to stay, by suggesting change within the club or by not resisting change that others want to adopt or by encouraging the formation of a new club. We need everyone to do what is right for the future of Rotary. That's why President John Kenny has told us that "The Future of Rotary is in Your Hands." He meant all of us.

Peter Davey - Chairman  
RIBI Membership, development & retention Committee

**RECRUITMENT.** I am pleased to hear more people speaking of planning for a membership dividend from every event or activity. This really does mean every event. Our recruitment efforts will be helped by the higher profile for Rotary and the clear desire to recruit being generated by the marketing campaign and the Thanks for Life initiative. A raised profile only helps – it does not deliver new members. To recruit we rely on every Rotarian asking someone to join and to follow through the recruitment process professionally. We rely on every Rotarian being truly ready to welcome new members.

## PLAN FOR THE DIVIDEND from every event

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|---|--|
| <ul style="list-style-type: none"> <li>• <b>EVENT PLAN</b> <ul style="list-style-type: none"> <li>– Financial or service objective.</li> <li>– Action needed</li> <li>– Who, how, when, where?</li> <li>– Action</li> <li>– Evaluation</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• <b>MEMBERSHIP PLAN</b> <ul style="list-style-type: none"> <li>– Identify potential               <ul style="list-style-type: none"> <li>• Participants, audience, parents,</li> </ul> </li> <li>– Decide sales strategy               <ul style="list-style-type: none"> <li>• New members or new club</li> </ul> </li> <li>– <b><u>Who, how, when, where</u></b></li> <li>– Action, Evaluation</li> <li>– Follow up</li> </ul> </li> </ul> |
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*Planning for a Membership Dividend from Thanks for Life.....see page 6*





**RETENTION.** We can recruit. In the year to 30<sup>th</sup> June 2009 our existing clubs recruited over 3750 new members. Sadly we lost slightly more than that to end up with a net loss. It is inevitable that some members will leave; demographics, the recession, changed circumstances – there are many reasons. But we also loose some members who joined more recently. Why is that? How can we get better at harnessing that initial enthusiasm and interest so that Rotarians feel that they couldn't possibly leave? This is an area that I plan to work on over the next few weeks to establish how the RIBI Membership Development & Retention Committee can help.

**CLUB REGENERATION.** We live in changed and changing times. A Rotary club that met the needs of its members thirty years ago may still meet the needs of those same members but will new, younger people join? Change may well be necessary **IF** the members of the club really do want to recruit. The "Club Assessment Tool" available from both the RI & RIBI websites will be invaluable in helping to identify the changes needed. I urge all clubs to complete it – we can never be complacent. Failing that why not ask all members to write down anonymously the aspects of the club that they like & those they would like to change? The club will need to act on the responses of course.

**EXTENSION.** We need to open new clubs especially in areas where Rotary is not represented, where there is the need for a club that meets at a different time or where the local club no longer reflects the local community and, crucially, doesn't really want to change. These clubs have nothing to fear from extension. The opposite is true - a new club can help the existing one and strengthen Rotary locally so that both clubs flourish.

**DECEMBER IS FAMILY OF ROTARY MONTH** - so why not celebrate by boosting membership and participation in our Rotary clubs. The Family of Rotary concept encourages clubs to care for Rotarians, their families and members of the larger Rotary family, thereby strengthening clubs and installing a sense of integrity, tolerance and selflessness in the next generation.

The success of the Family of Rotary will help to ensure Rotary's continued presence as a vital instrument of Service in the century ahead.

THE FAMILY OF ROTARY  
SPOUSES, PARTNERS, WIDOWS AND WIDOWERS,  
CHILDREN, GRANDCHILDREN, OTHER RELATIVES  
ALSO INCLUDES:  
CLUBS, DISTRICTS, BOARD FOUNDATION  
ALUMNI, YOUTH EXCHANGE STUDENTS,  
ROTARACT, INTERACT,  
INNER WHEEL AND OTHER SPOUSE GROUPS,  
ROTARY FELLOWSHIPS,  
ROTARY COMMUNITY CORP,  
PROBUS, RI & RIBI STAFF





# Reversing a Membership Freefall by Removing Obstacles



IN A SERIES OF ARTICLES, JIM HENRY, REGIONAL RI MEMBERSHIP COORDINATOR FOR ZONE 34 EXAMINES ..... **THE MEMBERSHIP CHALLENGE**

*“Cause change and lead, accept change and survive, resist change and die”*  
Ray Noorda - Novell Corporation CEO



Jim Henry,  
RRIMC Zone 34

**North America’s membership freefall** suggests that changes in most Rotary clubs is not an option, it is a necessity. Obstacles generated by the *Derriere Syndrome* (“*This is where I always sit*”) will inevitably arise to defend the status quo because change threatens comfort levels. However, Rotary is an organization of leaders in businesses, the professions, and in the community, most of whom have experience in causing change within their organizations. A major reason people join Rotary is to network with such leaders. What better way is there to sharpen leadership skills than causing changes that improve the club’s service to its members, which will create membership growth and improve service to the local and international communities?

Clubs that plan to change will face obstacles. When properly approached, the obstacles can create major improvements in the strategic plan, which increases the odds of the plan succeeding. Often obstacles are only *reluctance* to change rather than *resistance* to change. Overcoming either begins when establishing the guiding coalition because reluctance and resistance will appear within the coalition itself. The leader (*note singular*) who is heading up the strategic plan first has to communicate why the club must change. This addresses the first objection that pops into almost everyone’s mind – is change necessary? When meeting members’ needs is established as the club’s top priority, communicating is an absolute necessity. Stable clubs may find this a difficult task even to identify, much less overcome. It is common for a stable club to grow older in age but not wiser in the Object of Rotary because it is bringing in and losing members at the same rate. All clubs should determine their retention rate. Obstacles fall into root forms, the most common of which are rational, emotional, and political, and often arise at unpredictable times. Leaders should be prepared to deal with every obstacle just as soldiers train for warfare because, at some point, leaders may think causing change is war. This is why it’s necessary to have the organization’s leaders in place and ready.



Overcoming every obstacle will improve the odds of implementing necessary changes. **Rational** obstacles are easiest to prepare for and overcome. The need for change, in most cases, is logical and can be mathematically proven by analysing the club – how many are joining, how many are leaving, and why. Once accomplished, rational thought will win out. If the club is stable or has a declining membership, the response will be yes, change is necessary. Nevertheless, thoughts like, “*We tried that and it didn’t work,*” will surface, as will “*We’ve never done that before*” or “*We always do it this way.*” Leaders usually can remove these obstacles by initiating early, honest, and respectful communication. But remove they must or plan implementation will be dead in the water.



# Rotary Foundation Alumni – a message from Chairman Glenn E Estess



December 2009

Dear Rotary Foundation Alumni:

Rotary wants to reconnect with one of its most valuable assets - you!

The Rotary Foundation has produced more than 111,000 alumni since 1947 and the number is continuing to grow. In 2010,

The Rotary Foundation will hold its third special event for Foundation alumni and Rotarians at the 2010 RI Convention in Montréal, Canada. The Rotary Alumni Celebration is an opportunity for alumni to reconnect with Rotary, learn about ways to be involved, and network with fellow alumni and Rotarians.

The Rotary Alumni Celebration takes place just before the start of the Rotary International Convention on the morning of Saturday, 19 June. Registration for this event is only US\$25. The program includes keynote speaker Canadian Ambassador Donald Bobiash, a former Ambassadorial Scholar and winner of the Foundation's Global Alumni Service to Humanity Award. Also included is a networking break and workshops on Rotary Foundation alumni associations, groups that are forming around the world to help keep alumni connected to Rotary. Convention registration is not required in order to attend; however interested alumni are welcome to register.

**For complete details, including registration information, please visit**

**<http://www.rotary.org/en/Members/Events/Convention/Pages/Preconregistration.aspx#4>**.

If you would like help covering your travel expenses and lodging, consider asking the Rotary Foundation alumni chair of your district for assistance. I am encouraging Rotary districts worldwide to send one representative each to this event.

We hope to see you in Montréal and to have the opportunity to engage, reconnect, and celebrate with you. Please do not hesitate to contact the Alumni Relations Senior Supervisor at The Rotary Foundation, Jennifer Willbanks, by e-mail at [jennifer.willbanks@rotary.org](mailto:jennifer.willbanks@rotary.org) or by phone at +1 (847) 424-5249 for additional information or assistance contacting your alumni chair.

Yours sincerely,

Glenn E. Estess, Sr., Chairman  
The Rotary Foundation Trustees, RI





# Plan for a Membership Dividend from Thanks for Life

Below is a simple guide for clubs on how to plan for a membership dividend from a Supermarket collection:-

## MEMBERSHIP AWARENESS TEAM

A team of Rotarians, wearing name badges, who are willing to identify themselves with no responsibility to collect money. They will require specific skills and knowledge : The ability and willingness to approach people and talk enthusiastically about Polio eradication, the Thanks for Life project and Rotary more widely. The willingness to market Rotary beyond their own club. We must recognise that the public may come from a wide area and have different requirements. Recognise the need for a 'customer focus'. ie when speaking to the public, establish their level of interest, suitability for Rotary and, what kind of club they may be interested in. Recognise the level of interest being shown and decide how to take things forward. Whether to record details for contact later or to simply hand out a leaflet. Knowledge of the RIBI website so that they can direct those showing interest to it.

## MEMBERSHIP DISPLAY

At the planning stage check with the store management that they will agree to a display, its location and the contact activity described above. We must be sensitive to the management's views, but also seek to maximise our impact. The display must be professional in appearance and include:- Polio eradication posters/Thanks for Life posters/"Join Rotary & Make a World of Difference" posters.

## LEAFLETS

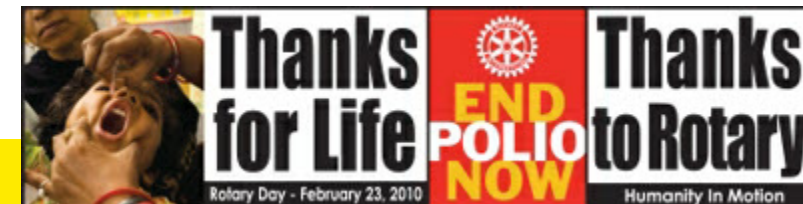
A good supply of TFL leaflets, Join Rotary & make a world of difference leaflets and, if available, leaflets describing local club activities, contact etc.

## DATA CAPTURE

We are interested in people who may want to join us. It follows that those showing interest will expect us to be able to record their names and contact details professionally. We should also reassure them that they will not be pestered so we need to establish and record the means and level of contact acceptable to individuals. You should be willing to provide your own contact details too.

## FOLLOW UP PLAN

Having collected a list of potential members it is important that they are followed up. Arrangements should be made to make contact, to introduce them to a club (perhaps to accompany them) and to maintain contact until they have either joined or decided not to do so. In the latter case it is crucial to find out why not and to learn from the experience





# A Message for Local Business

## HOW CAN ROTARY HELP YOUR BUSINESS?

You may well have heard of [Rotary International](http://www.rotary.org), the world's largest voluntary service organisation with its network of clubs. But the chances are you won't know much about it or what it does. And you probably won't think it has much relevance to you or your business.

Well, actually, it does. Although membership of a Rotary club is for people who want to give something back to their community, it can also benefit you, your business, and your employees, in a variety of ways...

### **BUSINESS NETWORKING:**

Rotary was originally established, 105 years ago, for networking purposes. It was only when it grew into a large, powerful force that its founders realised that it also had the power to help local communities and others less fortunate. Among the 55,000 members in 1,850 Rotary clubs across Great Britain and Ireland, there is a high proportion of business men and women and, because members of Rotary believe in high ethical business standards, there is a level of mutual trust and respect which can open doors to business opportunities. Not only is this the case within your own club, but also when two members wearing the distinctive Rotary 'wheel' lapel pin meet each other anywhere in the world, there is immediate empathy.

### **STAFF DEVELOPMENT:**

Your employees can benefit enormously – not only will they mix with experienced business people and hear from interesting visiting speakers, they will also learn valuable skills. These will include event management, public speaking, organising, time management and budget control – the sort of skills that would otherwise make a big dent in your employee training budget. Teamwork and leadership development are key aspects of Rotary and your staff will grow in confidence and maturity as they learn valuable 'soft' skills, such as how to motivate and get the best out of others, as well as themselves.

### **CORPORATE SOCIAL RESPONSIBILITY:**

Whatever definition you use, CSR is all about companies acting responsibly, ethically, legally and with respect for the community and the environment, all of which are in keeping with Rotary's own guiding principles. Being a responsible Rotarian and getting involved in your community will inevitably enhance your and your company's standing with your customers.

### **FULFILLMENT AND FUN:**

Helping others less fortunate and benefiting your community through worthwhile events and projects is incredibly fulfilling! If you doubt that, just have a look at the video 'Why Rotary?' at [www.ribi.org](http://www.ribi.org) and, because clubs are close-knit teams of like-minded people, they have great social lives together. All Rotary clubs have an extensive programme of social events, many of which are designed to include other members of Rotarians' families too. These are in addition to enjoyable fund raising events such as dragon-boat racing, go-karting, sponsored bike riding, pancake racing or simply going round together collecting unused spectacles to send off to people who need them in Africa. Whatever you get up to in Rotary you tend to have a great deal of fun.

Rotary is for men and women of all ages from 18 upwards, regardless of religion or ethnicity. Clubs meet to suit their members – before work, lunchtime, after work or even at weekends – and make good use of their time because they are busy people. The key thing is that, as a member, you want to use your skills, energy and sense of humour to give something back to your community. And by giving, you'll be amazed at what you get back!

To find out more, and to find a club near you or even about starting your own new Rotary club with your colleagues and friends, go to [www.ribi.org/about-us/how-to-join-rotary](http://www.ribi.org/about-us/how-to-join-rotary) .



And Finally.....

*Happy new year!*



*“Rotary’s success depends on the support of every Rotarian and everyone in the family of Rotary. In a family, no one is any more or less important than anyone else. Everyone is equally valued and equally a part of the family. That is also true in the Family of Rotary.*

*“W.B. (Bill) Boyd  
RI President 2006-07*